

# Scene

MAGAZINE

## RATE CARD & AD SPECS

ADVERTISING RATES (PER AD)					AD SIZES – INCHES			NOTED INFORMATION
Black & White	1-2X	3-5X	6-11X	12X	Width	Height		
Full Page	\$910	\$800	\$740	\$670	Back Cover	7.25	9.0	<b>SCENE TRIM SIZE:</b> 8.5" wide by 11" deep.
2/3 Page	\$800	\$675	\$630	\$560	Full Page	7.25	10.0	<b>FULL PAGE BLEED SIZE:</b> 9" wide by 11.5" deep
1/2 Page	\$690	\$565	\$530	\$450	2/3 Page	4.75	10.0	<b>SCENE is a 3-column format:</b> Columns measure 2.25" wide by 10" deep (.25" gutters)
1/3+ Page	\$640	\$515	\$480	\$400	1/2 Page 3-Col.	7.25	4.875	Frequency discounts apply when total insertions are determined at the time the contract is signed. Ads placed one at a time may not accumulate for a credit at the end of the contract year. Rates subject to change without notice. Advertisers are protected on rates through the term of their contract. Penalties for failure to complete contract will involve a prorate back to the earned rate as well as the unearned 12-time benefits.
1/3 Page	\$560	\$455	\$420	\$355	1/2 Page 2-Col.	4.75	7.5	* Non-profit discounts and agency commissions do not apply.
1/4 Page	\$450	\$375	\$350	\$310	1/3 Plus 2-Col.	4.75	6.125	* This is a rate holder, allows 12X rate for larger ads. When larger ads run (max 6X), the Business Card ad runs free.
1/6 Page	\$365	\$330	\$305	\$265	1/3 Page 1-Col.	2.25	10.0	<b>PROTECTIVE CLAUSE:</b> Advertisers and their agencies assume liability for all content including text, representation, and illustrations in advertisements printed. They also assume responsibility for claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement not in keeping with publications standards.
Business Card (Runs 4-Color)*				\$195	1/3 Page 2-Col.	4.75	4.875	
					1/4 Page 1-Col.	2.25	7.5	
					1/4 Page 2-Col.	4.75	3.625	
					1/4 Page 3-Col.	7.25	2.25	
					1/6 Page 1-Col.	2.25	4.875	
					1/6 Page 2-Col.	4.75	2.25	
					Business Card	3.25	2.0	

**NOTE: Artwork and editorial created by Scene Magazine may not be used or reprinted without permission.**

### ADDITIONAL CHARGES & TERMS

#### COLOR (add to black and white rates)

Spot Color (rop)	\$150
Pantone Spot Color	\$150
Four-Color Process	\$150

#### SPECIAL PLACEMENT\*

Back Cover	50% additional
Inside Front / Inside Back Cover	20% additional
Fixed Position	10% additional

\* Request for special positioning cannot be guaranteed unless advertiser pays for "Special Payment"

**TERMS:** Payment due upon receipt. 1.5% monthly charge on accounts over 30 days. Non-Profit Discount: 5% (applies to non-profit organizations only.)

**CLOSING DATES – Ad Placement / Materials:** 15th of the month prior to publication (cancellations not accepted after this date and must be made in writing). **Editorial:** 15th of the month prior to publication. Editorial published as space allows and is subject to dated material and Editor's approval.

### SUPPLYING ADS & EDITORIAL

**PDF FILES PREFERRED:** Press Level with fonts embedded.

**MEDIA:** E-MAIL PREFERRED. CD & DVD also accepted.

**PROGRAMS USED:** InDesign, Illustrator, PhotoShop (CS6).

**OPERATING SYSTEM:** Macintosh OS10

**EPS FILES:** Require type as outlines or paths. Colors: CMYK

**PHOTOS / PIXEL IMAGES:** Must be saved at 300 dpi or greater – at or above 100% of size used within the document. JPEG, TIFFS, EPS files preferred. **NOTE: images from Web pages are often not of printing quality and require original images or a hard copy for scanning.**

**EDITORIAL:** Most word processing programs are accepted. Best results when saved as Microsoft Word files.

**NEED ASSISTANCE?** Our art department can help if you're having trouble supplying your files in the preferred formats.

**PRINTS AVAILABLE:** You may request a print(s) of your ad up to a size of 11x17. Matte Paper – \$10 per print. Glossy Paper \$20 per print.

## NEW Interactive Links:

You can have **your ad linked** directly to your website for **\*10** on the INTERACTIVE issue of Scene. This service is provided **FREE of charge** for our **12-time Advertisers**. Multiple links are available.